

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #186350

D. Prudence

F & T DISTRIBUTORS

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Diane:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 15 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Lt Box 100</i>	12300-25370	<u>1</u>
<i>FF Box 100</i>	12300-25369	<u>1</u>

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE:

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$142.29

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51845 8260

-2-

B1G1F

F & T DISTRIBUTORS

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

DISPLAY LOAD:

*4 CARTONS; TWO CARTONS EACH STYLE:
DORAL LT BOX 100 / DORAL FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis.
This equates to \$9.80 (2 (6M) case(s) @ \$4.90). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162605

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

JNB1-432.DOC

51845 8261

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 18
DATE: 98-04-29
TIME: 10:58 AMWHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0910
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	2				(607) 756-5552
162205	162231	799270	CFM - FETC	117 MAIN ST	CORTLAND	NY	13045	2			927913	(607) 753-7616
162205	162231	651492	GROTON 5 & 10	160 MAIN ST.	GROTON	NY	13073	2				(607) 898-5030
162205	162230	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	2	NYS			(607) 753-1724
162605	162231	763732	EAST HILL CITGO	1000 JUDD FALLS R	ITHACA	NY	14850	1				(607) 272-2250
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607) 272-3448
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607) 273-0807
162605		269497	REYNOLDS VARIETY	222 ELMIRA RD	ITHACA	NY	14850	1	NYS			(607) 272-9470
162605		269572	COVERD BRIDGE GROC	MAIN ST	NEWFIELD	NY	14867	1	NYS			(607) 564-9901
162605	162231	031651	PAYLO QUICK STOP	208 E MAIN ST	TRUMANSBURG	NY	14886	2	NYS			(607) 387-9875

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 10 TOTAL QUANTITY 15

51845 8262

DORAL

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

**2-Pack
Sleeve**



**POS Card/
Alternate Header**



Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

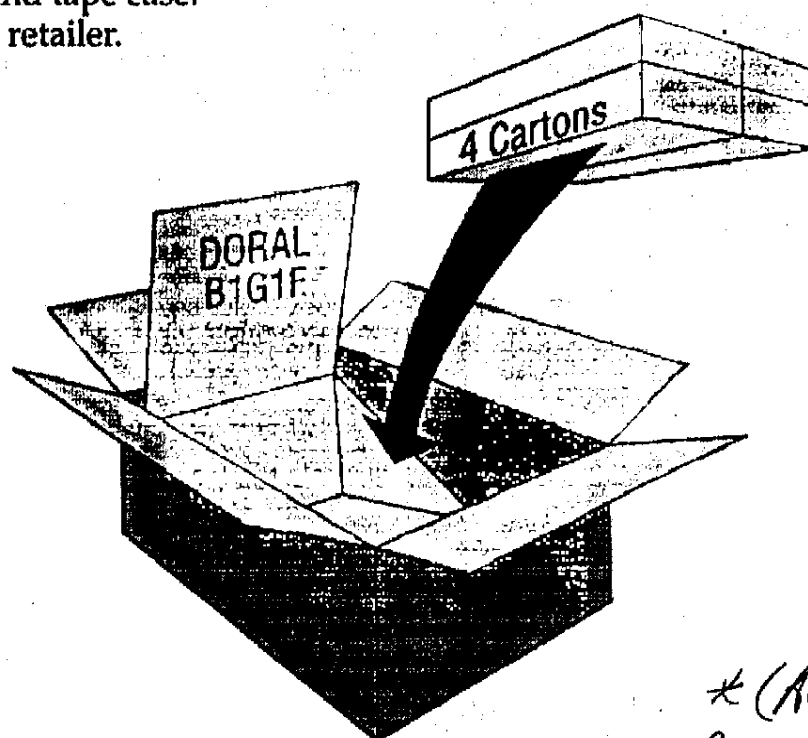
Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****2ND QTR.'98****June DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	WLT LT 100	FF Box 100	Lt Box 100		
Number of Cartons	1	1	1	1		

* (Accts w/15 or less,
Ensure Brand mix
if only 2 styles
are shipped)

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